

MassDEP Solid Waste Advisory Committee

January 24, 2008



Look what we can save

*Claire Sullivan, MRP Chairma
Executive Director, South
Shore Recycling Cooperative*



MassDEP/SSRC FY06 Grant Pilot Project

- South Shore Recycling Cooperative outreach project to recover more paper products, inspired by Newton project
- Pilot for statewide campaign
 - Estimate the amount, cost of recyclable paper residents dispose on the South Shore, and throughout the Commonwealth
 - Educate residents about the amount and cost of paper waste.
 - Educate residents about the kinds of paper that are recyclable.
 - Conduct shredding events; residents learn that shredded paper is safe to recycle at home, and range of other recyclable papers.
- Thanks to MassDEP, grant for \$13,366, 100+ hours TA

Did the effort make a difference?

Yes! Less trash, more paper

	MSW	muni paper +OCC	muni+Abitibi+ shred +OCC
SSRC tons June '05	9,482	1,415	1,414
SSRC tons June '06	9,257	1,472	1,520
% change '05 – '06	-2.4%	4.0%	7.5%
tonnage change '05 – '06	-225	+57	106

And the numbers continue to improve!

What are the \$tokes across the State?

- In both commercial and residential sectors:
 - *>1.5 million tons of paper/year is disposed*
 - *1 million tons can realistically be recovered*
 - *At \$75/ton, Mass. could save \$75M/year on disposal*
 - *At \$75/ton value on average, Mass. could recover \$75M/year in commodity value*



What else can we save?

- ❑ *1 million tons of disposed paper x 17 trees/ton of virgin paper = 17 million trees (EPA estimate; excluding 5-7% loss of mass in recycling process)*

- ❑ *Greenhouse gas emissions (GGEs) using NERC calculator*:*

928,000 MTCEs, or ~3.4M tons CO₂

- 🕒 CO₂ from manufacture of virgin paper than recycled paper (>2x energy input is required)
- 🕒 CO₂ stays in atmosphere with fewer trees to absorb it
- 🕒 CO₂ from incineration, CH₄ (methane) from landfilling of nonrecovered paper



* www.nerc.org/documents/aboutcalc.html

“Mass Recycles Paper!” is born

- FY07, MassDEP awarded MassRecycle \$25K , provided we raise \$50K in private donations
- MR convened 20 stakeholders in Nov. '06
 - raised the first \$15K
 - established Steering Committee
 - launched Mass. Recycles Paper! Campaign

Steering Committee/Primary donors

Christine Beling	<i>US EPA – New England</i>	<i>in kind</i>
Bob Boucher	<i>Waste Management/Recycle America</i>	<i>\$3,000</i>
Karen Bouquillon	<i>City of Northampton, Springfield MRF Adv. Board</i>	
Christine DeRosa, MR	<i>Integrated Paper Recyclers</i>	<i>\$1,000</i>
Ann Dorfman, MR At-Large	<i>Town of Concord</i>	
Justine Fallon	<i>MassDEP, Springfield MRF Adv. Board</i>	
Angie Sottile-Fowler, MR Pres.	<i>Town of Framingham</i>	
Johnny Gold/ Moe Banville	<i>North Shore Recycled Fibers/ Newark Group</i>	<i>\$5,000</i>
Stephen Greene	<i>WasteCap of Mass.</i>	<i>in-kind</i>
Ben Harvey, MR	<i>EL Harvey and Sons</i>	<i>\$3,000</i>
Adam Mitchell	<i>Save That Stuff</i>	<i>\$3,000</i>
Brooke Nash	<i>MassDEP</i>	
Amy Roth (now Regan Clover)	<i>MassDEP</i>	
Steve Wenzel	<i>Casella Waste/FCR Recycling</i>	<i>in-kind</i>
Claire Sullivan, Chairman	<i>South Shore Recycling Cooperative</i>	
Jess Wozniak	<i>MassRecycle Executive Director</i>	

We've been busy ever since

- Raised \$63,200 in the first 6 months, qualified for DEP \$25K
- Hired Campaign Manager **Karen Patterson**
- Consulting with RDW Group (PR firm)
- Enrico Design created logo, website
- Launched website, www.MassRecyclesPaper.org; MassRecycle updates
- Printed and distributed 3000 posters to P.O.s, munis, Fed buildings
- Drafted and sent Resolution to all municipal CEOs; >150 have signed, as well as Governor Patrick!
- DEP created “Grassroots Guide” to help munis implement resolution; Staples printed, MRP is distributing
- Produced 4 traveling exhibits, courtesy of MassDEP



Who can we thank so far?

Platinum sponsors (\$10K):

Covanta at SEMASS

The Newark Group – North Shore Recycled Fibers

Gold Sponsors (\$5K):

Integrated Paper Recyclers, LLC

Waste Management/Recycle America – Avon & Springfield MRFs

The Mass. State Lottery Commission

Silver Sponsors (\$3K):

E.L. Harvey and Sons, Inc.

Save That Stuff, Inc.

Springfield MRF Advisory Board (\$2,500)

Friends of the Earth Sponsors (\$1K):

Capital Paper Recycling, Inc.

Rand-Whitney

Staples



Thanks to our Public Partners



- US Environmental Protection Agency- New England:
 - \$10K worth of professional services & promo materials
 - connect w/ EPA/NRC rebranding campaign



Massachusetts
Department
of
ENVIRONMENTAL
PROTECTION

- MassDEP:
 - \$25K matching funds FY07; \$20K FY09
 - Leadership, guidance, municipal Toolkit, posters
 - MACs help reaching municipalities



- South Shore Recycling Cooperative:
 - Hosted first grant
 - Executive Director time
- US Postal Service:
 - Placing posters in all Mass. Post Offices

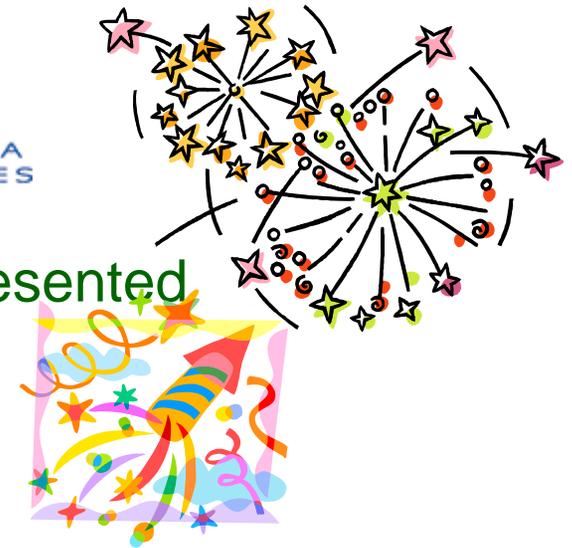
We've gone public!

The Big Day: Nov. 15 Kickoff

- At Springfield MRF
- MassDEP Commissioner Laurie Burt presented Governor's Proclamation
- Rowe Elementary School performed
- 3 network affiliates broadcast

Announce challenge to **reclaim a million tons of paper** that gets thrown away each year

More to follow at other Sponsor facilities



What's happening now



**Look
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- **Educate** state and local officials, communities, individuals and the media about benefits of getting paper out of the trash.
 - **Resolution** to support campaign for municipal CEOs to sign
 - **Grassroots Guide** provided free to all 351 municipalities to assist local efforts.
 - fact sheets, sample press releases, ideas for events.
 - cost of wasted paper to municipal budgets, the environment
 - **Campaign Website** www.massrecyclespaper.org
 - pledge to join, take the quiz, download materials
 - what kinds of paper are recyclable? Where does it go?
 - calculate costs and savings and get other info about paper recycling.
 - links to sponsors, local information
 - Posters in Post Offices, Federal buildings



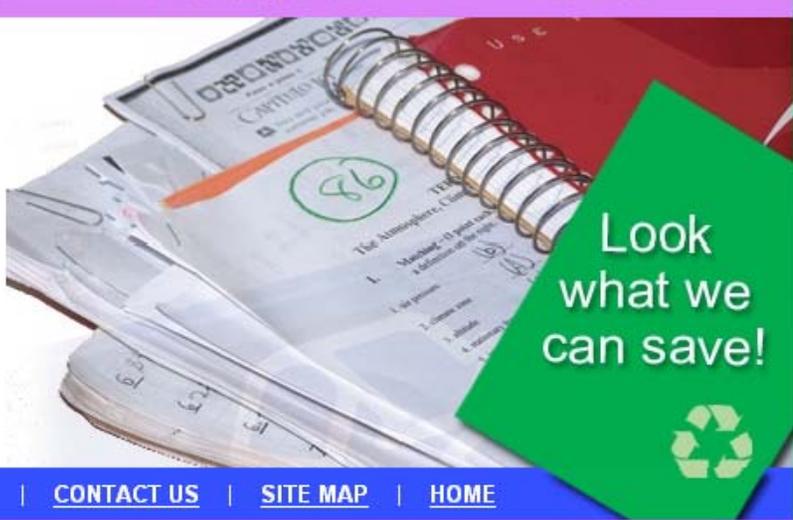
Take our recycling quiz! ▶

WHAT to recycle? **WHY recycle?** **WHERE does recycling go?**

SAVE money! **PROTECT the planet!** **JOIN US**

Did you know we recycle all these?

- ◆ catalogs and magazines
- ◆ cardboard, pasta and cereal boxes
- ◆ office paper with staples and paper clips
- ◆ mail, including window and clasp envelopes
- ◆ phone books, paperbacks, booklets
- ◆ lottery tickets, Charlie cards, receipts, stubs
- ◆ shredded paper in bags
- ◆ [Click here for full list](#)



WHAT'S NEW | **SPONSORS** | **MORE INFO** | **CONTACT US** | **SITE MAP** | **HOME**

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In the works

- **Op-Ed**, Press releases, photo opportunities
- **Support** for local events – Earth day, File cleanouts, . . .
- **Campaign e-letter** to motivate and update campaign participants
- Design more comprehensive **visual identity**, set of ad posters
- Press events at Sponsor facilities

And then, with your help ...



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- **Seasonal announcements** - spring clean-up, Earth Day, clean out your files, back to school, holiday trash –generate earned media coverage, radio and TV interviews
- **Brochures**, palm cards, pledge cards, premium incentives, banners, newsletter/calendar templates and other items to assist communities – some in the works
- **Advertising** on public transportation (in the works), radio, TV, billboards

Join the Campaign!

✍️ **Sign the resolution** - >150 municipalities already have

👍 **Become a corporate sponsor**

-Highlight your green efforts, while providing resources to make this campaign more successful.

\$1,000 FRIENDS of the EARTH

\$3,000 SILVER SPONSORS

\$5,000 **GOLD SPONSORS**

\$10,000 PLATINUM SPONSORS

\$15,000 EMERALD GREEN SPONSORS

\$25,000 LEADERSHIP SPONSORS

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